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**New Screen Magazine,**  
**No. 1.**

*One Reel.*

**I**T is said that you can tell a lady by where she keeps her money, and New Screen Magazine No. 1 will prove to you that you can tell a man's character by the kind of shoes he wears. From the little chameleon, which turns the color of anything it touches, to the great camouflaged ships of our navy is a far cry, but the principle is the same and the story of how the camouflaging is done is interesting.

Come, dance along a few feet of film with the famous little Broadway star, Mildred Le Gue, whose "Sometime" dancing created a stir in New York—and who is going to be at home to us for a few minutes, on and off the stage. Maybe you haven't thought of anything funny for a week, but you can't escape this time without giving up at least a smile over William Jerome's laughographs.

Nobody could ever have called you his "little lump of maple sugar" if someone hadn't tapped the secret of the maple tree, resulting in a million-dollar industry. "Them were the days"—when mother sent you to the store to fill the vinegar jug or get a nickel's worth of liverwurst or five cent's worth of peppermint drops. You can hardly buy anything for a nickel any more. And, lest we forget who's who, here's the Whoozit Weekly.

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